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FOR: THE TOBACCO INSTITUTE, INC.

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RICHARDS PREDICTS GROWTH FOR TOBACCO INDUSTRY

Winston-Salem, N.C. -- James P. Richards, President of The Tobacco Institute, Inc., at the dedication of the nation's earliest tobacco shop into the Old Salem Restoration, asserted that "the use of tobacco is a fixed part of our lives."

Mr. Richards said that, in spite of a long series of "intolerant" attacks, the tobacco industry has grown stronger through the years and "will continue to grow."

The dedication of the renovated building was another step in the program to restore the early Moravian village of Old Salem as a major cultural attraction in North Carolina and the nation.

Mr. Richards, a former South Carolina Congressman and special U.S. Ambassador, drew a parallel between Johann Matthew Miksch -- founder of the pre-Revolutionary tobacco shop -- and the industry as it stands today with 1,500,000 retail outlets and said:

"Matthew could remember that even in his time there would be some complaints about social uses of tobacco. Even then this opposition wasn't new. It had started in England some 350 years ago. Later, doctors thought tobacco had such curative values that they opposed the use of this medicinal herb. And from time to time attacks would be renewed.

"I guess tobacco has been accused of causing about every ailment and curing about every ailment. It has even been accused of causing much pleasure."

Mr. Richards said that the traditions of the original Moravian settlers, with their emphasis on moral standards, education and community responsibilities were reflected today in the type of people who grow, manufacture and sell tobacco. He referred to the contributions of tobacco companies, both in Winston-Salem and elsewhere in the State and nation to the progress of the community life and the improvement of educational facilities.

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Mr. Richards speculated that Matthew would "get a snicker or two" if he could see tobacco users today paying $2.7 billion in taxes to treasuries of cities, states and the United States. "To Matthew, taxes were something you only worried about if you owned a lot of property."

He said that it also should be noted that the business of tobacco is not confined just to a few states or limited industrial areas but affects the economic pattern of the whole country and, in one form or another, touches the lives of all Americans.

Richards pointed out that thousands of farmers other than those engaged in tobacco agriculture or production in three-quarters of our fifty states supply materials and equipment to tobacco manufacturers. Many other people are in services essential to the industry.

Mr. Richards said that the American people have made it clear that they do not intend to be frightened away from smoking and added:

"Some people have proposed measures to curb, if not to destroy the tobacco industry. To them, the current witch is tobacco. They would have you live in a world where you couldn't smoke or use tobacco in various other forms.

"Some of them have attempted to have legislation passed which is highly discriminatory. Downright silly and sometimes even dishonest. What has prevented them from carrying out their programs is the good, common sense of the majority of people to whom tobacco is a boon -- not a bane.

"The use of tobacco is a fixed part of our lives," he concluded. "It helps us to adjust ourselves to the quick pace of the day. It mellows our daily living. The 60 million and more Americans who enjoy tobacco in various forms find it a comfort, a relaxation not provided by any other product of nature."

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